From:	ehud barak <ehbarak1@gmail.com>
To:	Dror Salee <dror@guardicore.com>
CC:	Ehud Weinstein <udi@ehudweinstein.com> Ofir Shalvi <oshalvi@yahoo.com> Ariel Maislos <ariel@maislos.com> gary@fegel.com pavel@guardicore.com Ariel Zeitlin <ariel@guardicore.com>
Date:	Tue, 10/22/2013 7:29:45 PM
Subject:	Re: SDN World Congress - Frankfurt Oct. 15-18 2013

Hi All
Sounds VG.
I think we have now to focus ASAP on Pitt,Woolward
(I happened to have high level contacts in GS), and Cohn.
Taking part in standard setting,even indirectly, could end up being a key for continued edge.
And of course work hard and fast since now many players know that we are ahead of them.
Best
EB

Sent from my iPhone

On Oct 22, 2013, at 15:25, "Dror Salee" <dror@guardicore.com> wrote:

We had a very good market interaction in Frankfurt last week.
I general, we got very good response – there seems to be a sense of unfulfilled need for security in SDN.

1. People liked our dynamic honeypot idea and the concept of leveraging SDN to develop advanced security.
2. Another strong feedback – There is an unfulfilled need to add missing security layers to the SDN standard & infrastructure.

Background:

- This event is one of the two major SDN events of the year worldwide. It is not a security event, and this helped us stand out in the crowd.
- The event was dominated by Carriers and Vendors focused on SDN and NFV.
- ONF is the organization standardizing SDN.

Highlights:

- We had a good connection with Dan Pitt (Executive Director of ONF), Marc Woolward (ONF Security group & Networking CTO at Goldman Sachs) and Marc Cohn (ONF Market Education).
    - We got an invitation to contribute security elements to the SDN standards. All of the above enthusiastically invited us to contribute security elements to the SDN standards. We need to pay $30K/year ONF membership in order to participate in the standardization
- NTT Communications – Deploying SDN-based private cloud service. We met Yukio Ito, NTT Communications Board member & SVP Service Infrastructure, and got an invitation to visit them in Tokyo.
- Deutsche Telekom and BT – Both showed high interest in security, asked for follow-up.
- HP – building ecosystem around their controller. Like our ideas and will support.
- Open Daylight (Open source Controller) – met the project manager; Likes our ideas and invited us to contribute.